

## Brittany Murray

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### WHOLE FOODS MARKET OLD TOWN PARTNERS WITH INOVA HEALTH SYSTEM

ALEXANDRIA, VIRGINIA –Whole Foods Market Old Town has partnered with Inova Health System to host a health and wellness day that will benefit Inova’s Matching Double Dollar Program. On August 17, 5% of all the day’s sales will be donated to the Matching Double Dollar Program. This program matches the first \$10 of purchase made with Supplemental Nutrition Assistance Program (SNAP), food stamps, at the Four Mile Run Farmers Artisans Market in Alexandria, Va., and Frying Pan Farmers Market in Herndon, Va.

Whole Foods Market Old Town is honored to partner with this program since Inova Health System is one of the first healthcare systems in the nation to partner with Buy Fresh Buy Local®, a national organization that connects customers with fresh and locally grown food. “As of June 2011 according to the Commonwealth of Virginia there were nearly 8,400 residents on food stamps in the City of Alexandria”, said Robert Lazaro, Community Affairs Executive for Inova Health System. “We are grateful to Whole Foods Market Old Town’s generosity in helping us help those in need by increasing their access to fresh, local foods.

Pay attention to Facebook, Twitter to see upcoming classes and events centered on health and wellness. On Wednesday August 17 from 5-7pm customers will be able to receive free blood pressure screening, BMI measurements, and taste healthy food from local vendors and in store demo’s. For more information about Inova’s Buy Fresh Buy Local campaign please visit:

[www.inova.org/buyfreshbuylocal](http://www.inova.org/buyfreshbuylocal).

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